

FOR IMMEDIATE RELEASE
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Public Awareness Campaign Launched in Support of Montana's Libraries

(HELENA)---The Montana State Library and the Montana Library Association are joining libraries from all 50 states in a public education initiative called @ your library™, The Campaign for America's Libraries. Montana's campaign theme, "Need it? *Find it!* @ your library™," promotes libraries as sources of universal access to a wide range of resources, and highlights the expertise and assistance librarians offer today's patrons. It positions Montana libraries as dynamic, modern community centers for learning, information, and entertainment.

Montana's Need it? *Find it!* @ your library™ campaign emphasizes the similarities among libraries, their common purposes, functions and benefits, and seeks to increase use and support for libraries throughout the state. "Libraries are among the most valuable resources local communities offer their citizens," said Karen Strege, State Librarian. "They offer opportunities for education and self-help. But they are also changing and dynamic places, on the forefront of the information age."

Montana's public education effort is funded by federal grant funds from the Institute of Museum and Library Services, as well as by the Montana Library Association. Three television and radio public service announcements (PSAs) were produced as the main component of "Need it? *Find it!* @ your library™." The messages emphasize the resources and expertise the state's libraries offer patrons and feature noted Montanans as spokespeople: musician Wylie Galt Gustafson and authors Tom McGuane and Stephenie Ambrose Tubbs. The PSAs will air statewide during the months of September, October, and November.

For more information about Montana's libraries, visit the Montana State Library's website at msl.state.mt.us, or the Montana Library Association's website at <http://www.mtlib.org>.

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